

# MYSTERYSHOPPERCLUB

BECOME A MYSTERY SHOPPER



GIVE US YOUR FEEDBACK. GET A GREAT DEAL.

**ONLY**  
**\$50** +TAX  
**ANNUAL**  
**MEMBERSHIP**

**GETS 8**  
**YOU 8**  
**MOVIE**  
**ADMISSIONS**

**AND**  
**\$40**  
**IN CONCESSION**  
**VOUCHERS**



**T**hank you for your interest in Mystery Shopper Club. The goal of the Mystery Shopper Club is to monitor the quality standards of our theatre operations while, at the same time, providing a discount program to our valued guest. This program allows shoppers the opportunity to offer feedback about their movie-going experiences from start to finish.

Your evaluation of our theatre operations is taken very seriously. Information you provide us is used

to reward good employee performance and as a training tool when improved performance is needed.

We are pleased that you have shown interest in our membership program. Membership will be granted based on availability at the theatre you select. The terms of the Mystery Shopper Program Membership and a Frequently Asked Questions are on the second page.

# FREQUENT QUESTIONS



## **WHAT IS THE MYSTERY SHOPPER CLUB?**

*The Mystery Shoppers Club is an exclusive group of Cineplex Entertainment LP guests who evaluate our theatres. For an annual membership fee of \$50 + applicable taxes, we provide members with movie passes for admission and concessions coupons for concession purchases four times per year.*

*You will be receiving Mystery Shop evaluation form via email, and the movie passes and gift card will be mailed to you through Canada Post.*

## **HOW DO I EVALUATE THE THEATRE?**

*For each of the four (4) "shop" assignments, we will mail you a set of two passes, one \$10.00 gift for concession purchases, and you will receive an evaluation form via email.*

*YOUR EVALUATION FORMS ARE VERY IMPORTANT.*

*Once you have completed your theatre visit, you will be able to log into <https://mysteryshopper.cineplex.com> and submit your evaluation and comments online.*

## **CAN I SEE MOVIES AT MY FAVOURITE CINEPLEX, GALAXY, SILVERCITY, COLOSSUS OR COLISEUM THEATRE?**

*In most cases, yes!*

*You will be asked to select your desired theatre, and provide us with a backup selection in case the membership at your first choice is full. You will be assigned to one of your two choices, based on availability.*

*Once you get started, if you would like to change your assigned theatre, simply call us at (416) 323-6600 or (800) 333-0061 ext. 2101 or email [mysteryshopper@cineplex.com](mailto:mysteryshopper@cineplex.com) and we will do our best to accommodate your request.*

## **CAN I SEE ANY MOVIE I'D LIKE?**

*Yes, you can shop your assigned theatre any day of the week for any regularly scheduled show.*

*Please visit our website for listings and show times at [www.cineplex.com](http://www.cineplex.com)*

*Membership in the program is not guaranteed and will be granted on a first come first serve basis.*

# TERMS OF SERVICE



## **AM I UNDER ANY KIND OF OBLIGATION?**

*The only obligation you have is to fully complete and submit the evaluation forms in a timely manner. We must receive the completed evaluation form within three weeks of the assigned "shop by" date on the confirmation sheet. Submission of evaluation materials that are inaccurate and/or not fully completed may be cause for you to repeat a shop at your own expense or become ineligible for membership renewal.*

## **IS THERE A LIMIT ON HOW LONG I CAN BE A MEMBER?**

*Membership is based on a first come first served basis. Participation in the program is limited to 3 years.*

## **WHO DO I CONTACT IF I HAVE MORE QUESTIONS?**

*Just give us a call at 1-800-333-0061 ext. 2101. If you reach our voice mail system, leave your name, phone number, number and a message. Our guest service associates will promptly return your call.*

***Employees and relatives of employees of Cineplex Entertainment are prohibited from participating in the Mystery Shopper Club.***